

Edward Hulton & Co
Perfin E1960.02 EH/&C^o/Ltd

DAVE HILL sent this photocopy of a delightful postcard and the following historical details. It is an officially printed birthday postcard to a young lady in Bournemouth from "*Uncle Oojah*". The card bear the perfin E1960.02 - EH/&Co/Ltd of the publishers of The Daily Sketch, Edward Hulton & Co.

Hulton's was founded in Manchester in 1909, moved to London and sold out to Beaverbrook in 1924. The Daily Sketch merged with The Daily Graphic in 1946.

Only older members will remember *Oojah the Elephant* - I think his surname was *Kerpiffle*.

[Ed:- I have similar birthday cards which were sent to myself and brother from The Daily Mail. In most newspapers there was a children's club and if parents registered their children in the club, a card was sent each birthday. Unfortunately mine do not have the Daily Mail perfin.]

The card gives a new identity and will be appearing in a future auction. Watch out for *Uncle Ooojah!!*

